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How It Works ... Do as much as suits your city and staff time!

The Annual National Mayor's Challenge for Water Conservation is a friendly non-profit competition between cities across the country that takes place every April 1-30. The campaign actively promotes civic participation and action around water conservation, efficiency, and the sustainability of our nation's water-based ecosystems, with thousands of dollars in eco-friendly prizes for participating residents and local charities. *Over 1,000 mayors have joined the effort since we started and we're proud to have you with us ...*

Cities simply encourage residents to make a series of online commitments (mywaterpledge.com) to reduce pollution, water waste, and explore ways to improve the health of their community. Cities with the highest percentage of residents who make pledges are entered to win thousands of dollars in eco-friendly prizes, including a Grand Prize \$3,000 toward their Home Utility Bills, Toro home irrigation products, home improvement store gift cards, and more. Students from thousands of schools across the country can also make water conservation commitments that directly support their city's standings – and win prizes for their school.

Cities compete in the following population categories: 5,000-29,999 residents, 30,000-99,999 residents, 100,000-299,999 residents, 300,000-599,999 residents, and 600,000+ residents. Custom created social media sharing functions and prize incentives make the Challenge easy for residents and cities to get involved. Once a resident takes the Challenge, they can share with hundreds of their friends and family. Residents can even track their city's standings throughout the month to see if they need to get even more friends and neighbors involved. Everyone is playing to win! For complete rules and prizes, go mywaterpledge.com

How A School in Your City Can Win Blue Light Eyeglasses for its students



- Teachers across the U.S. are encouraged to take the challenge as a group activity with your students at www.mywaterpledge.com
- School total pledges will be counted toward their city's overall participation and a chance for residents to win additional prizes.
- Schools from winning cities with the highest numbers of participants* will receive 100 Zenni Remakes, specially made eyeglasses designed to reduce damage to eyes from prolonged exposure to blue light.
- Each pair is made from recycled plastics equal to three discarded single use plastic water bottles.
- ARV \$7500 per school

* See program rules for full details and instructions

Plus! Custom activity reports

New! Year-Round Engagement Tool

Cities asked for it. Now, here it is! Our newest digital application, [My Volunteer Water Project](#), gives your residents hands-on ways to stay engaged in water efficiency and sustainability year-round. Residents use the tool to do home, community or workplace-based projects that support clean water and a healthy environment. By doing one simple action for a day, a week, or longer, residents help your city earn bonus points every April 1st-30th towards up to \$50,000 in prizes.

Cities can even generate reports on the number of hands-on projects their residents are doing from their city home page at mywaterpledge.com.

Get localized metrics, impacts, and more to share with your teams.

Projects your residents do at [myvolunteer water project](#) are directly linked to your [mayor's challenge standings on your city home page](#).

It's all part of a fully integrated 360-degree system for community water conservation engagement!

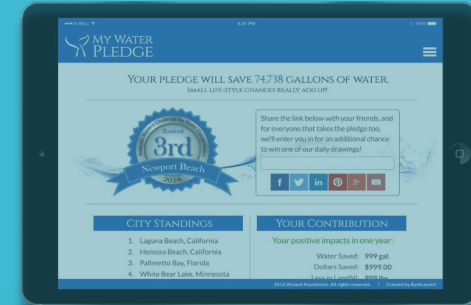
The Wyland Foundation has put together the following list of suggestions and easy-to-implement resources.
Sign the letter of support at <http://www.wylandfoundation.org/mayors>

- 1) **Take advantage of the benefits** by reminding your residents that the program includes:
 - One-click sign-up with no costs, no gimmicks
 - Prize opportunities for sharing with friends and family
 - Customized web page for your city with video message from your mayor or local water expert
 - National advertising in print, announcements through campaign partners, local market animated public service announcements
 - A supplemental web site (in addition to the main site) for kids and schools to help the city win the Challenge
 - Hundreds of prizes for residents of the participating winning cities

- 2) **Stir up a buzz** with your own city sponsored outreach:
 - Banners and links to the water pledge on city websites
 - www.mywaterpledge.com will provide you with an official online badge that shares your current standings throughout the month.
 - Stir up a buzz on social networks
 - Reach out to local media outlets to get involved
 - Street banners or electronic road signs
 - “Beat (city name)! Take the Mayor’s Challenge for Water Conservation, April 1-30. Learn more at mywaterpledge.com.”

- Bill stuffers (electric, water, gas, trash)
- Public Access TV (The City of Oceanside used this strategy very effectively)
- Billboards/Posters
- Bus tail signage / waste hauler truck signage
- Engage local utilities to reach out
- Community newsletters

Tips For Success



3) Communications tips: Your residents may hear about the Challenge via our ads and promotions in USA Today, Facebook, Twitter, YouTube, Google, and various national and local media outlets. The following are ways your city can build on that enthusiasm, whether you join the Challenge on day one or day thirty:

- Encourage residents to help your city reach the Daily Top Ten (cities with the largest percentage of residents who've made water reduction commitments) <https://www.mywaterpledge.com/city-standings/>
- Incentivize residents to take the pledge with chances to win great prizes – including \$3,000 toward their home utilities, water-savings products for their home, rebates, and more
- Inspire a friendly rivalry for resource management with a bordering city a la famous football rivalries like USC vs. UCLA, Auburn vs. Alabama, Ohio St. vs. Michigan. See [how the Mayors of Athens, GA, and Gainesville, FL](#), challenged each other!
- Remember: the Challenge ties in perfectly with state water, energy, waste reduction, and GHG management plans. Reach out to local media outlets to get involved

4) Community Events

- Host a press conference or conservation fair in your city to kick-off Earth Month and help spread the word to your residents. We'd be happy to share past examples. Just email us at mayorchallenge@wylandfoundation.org
- Mayors may invite all citizens to city hall or the library for a day of water conservation pledges. Mayor and city can select one day in the month of April to promote water conservation and protect watersheds at a special event.
- Pledge Drives: City public works departments can set-up their own water conservation pledge drive, invite the media, and build a legacy for their city's participation in this national water conservation program.
- Looking for a great engagement opportunity in compliance with COVID protocols? Try our new digital tool, MyVolunteer Water Project (wylandfoundation.org/mywaterproject)

Tips For Success

5) **Consider putting together a steering committee** of representatives from a cross section of stakeholders in your community, including (but not limited to):

- City Manager's Office
- Public Works
- Public Information Office
- Local Service Groups (Rotary, Assistance League, Lions, VFW, Kiwanis, etc.)
- School Districts (Administrators, Principals, Teachers, PTA) A supplemental website created exclusively for schools to participate is available.
<http://www.mywaterpledge.com/campaign/kids-campaign/>
- Chamber of Commerce (engage local businesses)
- Local Water District

Tips For Success




WYLAND NATIONAL MAYOR'S CHALLENGE
FOR WATER CONSERVATION

An average of
8% of all home
water use is
wasted through
leaks.

#SAVEWATER

www.MiramarFL.gov/Water
954-602-HELP(4357)
www.MyWaterPledge.com

IT'S
RIGHT
HERE
in MIRAMAR...



WYLAND NATIONAL
MAYOR'S CHALLENGE
FOR WATER CONSERVATION
APRIL 1-30

TUCSON WATER
TUCSONALGOV.WATER

HELP FLAGSTAFF WIN!

NATIONAL MAYOR'S
CHALLENGE FOR
WATER
CONSERVATION
APRIL 1-30


GO TO:
MyWaterPledge.com

FLAGSTAFF WATER SERVICES
WATER RESOURCES & CONSERVATION

WYLAND FOUNDATION

GILBERT
ARIZONA
**PARKS
STREETS, &
FACILITIES**

Help Gilbert



Tucson is beating us...
#really?
www.MyWaterPledge.com

Creativity Counts

Sample Press Releases

Download the editable word document versions for use here:
www.mywaterpledge.com/files

Sample Press Release issued by City / Mayor

IMMEDIATE RELEASE

CONTACT: <City Communication Director>
<Phone>
<Email>

National Mayor's Challenge for Water Conservation, April 1 – 30

<City> joins national campaign to promote smart water use and reduce pollution; Visit city standings throughout the month of April at mywaterpledge.com

<Mayor Name>, Mayor of <City>, is joining mayors across the country who are asking residents to make a long-term commitment to reduce pollution and manage water resources more wisely. In return residents can win over \$50,000 in eco-friendly prizes, including \$3,000 toward their Home Utility Payments, water saving fixtures, and hundreds of other prizes. Plus, this year students from thousands of schools across the country can make water conservation commitments that directly support their city's standings.

The annual non-profit national community service campaign encourages leaders to inspire their residents, between April 1-30, to commit to making small changes in their daily lives to save water more efficiently, reduce pollution, and save energy. The program was started ten years ago by a handful of mayors who were looking for alternative ways to engage their residents more deeply about the coming water challenges in the United States.

<Quote from Mayor about importance of conserving water and energy in city and/or current city eco-initiatives. See top sheet of benefits for ideas.>

Last year, residents from over 2,000 cities in all 50 U.S. states pledged to reduce their annual consumption of freshwater by over 1 billion gallons, reduce waste sent to landfills by 35 million pounds, and preventing nearly one hundred thousand pounds of hazardous waste from entering our watersheds. The Challenge goes beyond short term issues and looks at the ways our water use will affect the future of our communities – from how we manage our costs, taxes, and rivers to reducing polluted runoff.

<Quote from Mayor encouraging residents to take the pledge>

To participate, residents go to mywaterpledge.com, and then make a series of online pledges to conserve water on behalf of <City>. Cities compete in the following population categories: (5,000-29,999 residents, 30,000-99,999 residents, 100,000-299,999 residents, 300,000-599,999 residents, and 600,000+ residents). Cities with the highest percentage of residents who take the challenge in their population category a chance to win \$3,000 toward their Home Utility Bills, and hundreds more eco-friendly prizes including Toro Irrigation Smart Controllers, Gift cards for better Fuel Discounts, and more. In addition, one school from each winning city will receive 100 pairs of Zorro Remakes™ eyeglasses that help reduce damage to eyes from prolonged exposure to blue light. Each pair is made from the recycled plastic equal to three discarded single use plastic water bottles.

Participating residents are also encouraged to use a custom created digital tool called MyVolunteer-Water-Project, in support of the program, that gives residents a unique way to do hands-on home, community, and workplace projects year-round in support of their city's sustainability efforts. The more projects residents do throughout the year, the better chance a city wins the mayor's challenge in April.

The National Mayor's Challenge for Water Conservation is presented by the Wyland Foundation, with support from the U.S. EPA Watersheds, The Toms Company, Zenni Optical, and National League of Cities.

About the Wyland Foundation

Founded in 1993, the Wyland Foundation is a 501(c)3 non-profit organization dedicated to promoting, protecting, and preserving the world's ocean, watersheds, and marine life. The foundation encourages environmental awareness through community events, education programs, and public art projects. www.wylandfoundation.org

Sample City Resolution

Local and national releases

Sample City Resolution

RESOLUTION NO. (X)
A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF (X), STATE OF (X), IN SUPPORT OF THE "WYLAND MAYOR'S CHALLENGE FOR WATER CONSERVATION"

WHEREAS, the city of (X), and the state of (X) continue to explore ways to manage residential consumption of water and power, and to inspire its residents to care for our natural resources; and
WHEREAS, cities can engage in efforts to inspire their own communities, as well as their neighboring cities, to become better environmental stewards; and

WHEREAS, the 12th annual National Mayor's Challenge for Water Conservation presented by the Wyland Foundation, with support from the U.S. EPA Watersheds, The Toms Company, and the National League of Cities, is a non-profit challenge to residents to encourage pollution reduction and smart water use; and WHEREAS, with the encouragement of their Mayors, residents may register their participation in their city's Challenge, online, by making simple pledges to decrease their water use and to reduce pollution for the period of one year, thereby assisting their cities to apply State and Federal water conservation strategies and to target non-point runoff reduction; and

WHEREAS, from April 1-30, 2023, the City of (X) wishes to inspire its residents and its neighboring communities to take the "Wyland Mayor's Challenge for Water Conservation" by making a series of online pledges at mywaterpledge.com to reduce their impact on the environment and to see immediate savings in their water, gas, and electricity bills. Residents will further be provided with tools to take specific, measurable actions throughout the year to improve the sustainable use of natural resources.

NOW, THEREFORE, THE MAYOR AND CITY COUNCIL MEMBERS OF THE CITY OF (X), (STATE), DO HEREBY RESOLVE, DECLARE AND DETERMINE AS FOLLOWS:

SECTION 1. That the city of (X) agrees and supports the "Wyland Mayor's Challenge for Water Conservation" emphasis.

SECTION 2. That the program is to be implemented from April 1-30, 2023, through a series of communication and outreach strategies, whether new or existing, to encourage (X) residents to take the conservation "Challenge."

SECTION 3. That this resolution shall be effective immediately.

BE IT FURTHER RESOLVED that the City Clerk shall certify to the passage and adoption of this resolution, shall cause the same to be entered among the original resolutions of the City, and shall make a minute of the passage and adoption thereof on the records of the City Council for the meeting of which the same is passed and adopted.

Passed, approved, and adopted this (X) day of (Month), 2023.

(Mayor's signature)

Sample Social Media Posts

- **Facebook/Instagram:** Be sure to tag @WylandFoundation
- Save water. Save the Planet! It's FREE, Take the Mayor's Challenge for Water Conservation April 1-30 at mywaterpledge.com
- Did you know? The amount of water leaked from U.S. homes can exceed more than 1 trillion gallons per year. That equals the annual water use of Los Angeles, Chicago, and Miami combined. Take the National Mayor's Challenge for Water Conservation and do your part to conserve water at [@mywaterpledge.com](http://mywaterpledge.com)
- It's free and only takes 1 minute. Make your pledge to conserve water and save energy during Earth Month and you can win \$3,000 toward your annual utility bills, water saving fixtures, and hundreds of prizes. [@mywaterpledge.com](http://Mywaterpledge.com)
- Join Mayor <mayor name> in reducing <city's> water consumption and energy usage- and help <city> win the title of the "Most Water Wise" in the nation. You not only help our planet but if your city wins you are entered to win great prizes. [@mywaterpledge.com](http://Mywaterpledge.com)
- Enter to win a \$3,000 toward your annual Utility Bills, water saving fixtures, and other prizes through April 30. All you have to do is let us know how you will be saving water and energy during Earth Month.
- Residents in the winning cities will be eligible to win hundreds of prizes. Plus, one lucky charity will win a 2022 Toyota Highlander Hybrid Vehicle. Tell all your friends! [@mywaterpledge.com](http://Mywaterpledge.com)
- Did you know? It takes water to make energy. Reducing energy use by just 10% could save 600 gallons of water a year- and \$150 in energy bills! How will you save energy and water this month? One way is to go to [@mywaterpledge.com](http://mywaterpledge.com)
- April is Earth Month! Need suggestions of what you can do? Go to mywaterpledge.com and start to conserve water and energy to win prizes like \$3,000 toward your Home Utility Bills, home improvement gift cards, irrigation controllers, and more. Plus, students from schools can make water conservation commitments that directly support city's standings – and changes to win prizes for their school. It's free and only takes a minute. The residents in the cities that have the most participation are eligible to win. Take the pledge now and spread the word to all of your friends! @mywaterpledge.com
- Join us in celebrating Earth Month by taking part in the National Mayor's Challenge for Water Conservation April 1-30, and tell us ways you plan on saving water, energy, and more. It only takes a minute. Remember EVERY DROP COUNTS at [@mywaterpledge.com](http://mywaterpledge.com)

- Facebook/Instagram cont.

- The city of <city name> is taking part in the National Mayor's Challenge for Water Conservation. We need your help to make our city the most water wise in the nation. Take 1 minute out of your day and go to mywaterpledge.com. You will not only be helping our city win but also helping us do our part in protecting our planet. @wylandfoundation
- Not quite sure what to do for Earth Month? An easy way for you to help protect our planet is to take a minute and go to mywaterpledge.com. Make a simple commitment to reduce water and energy use in your homes, work places, and lives! Every drop counts! @wylandfoundation
- and more. It only takes a minute. Remember EVERY DROP COUNTS at mywaterpledge.com @wylandfoundation

- Twitter: Be sure to tag @WylandOrg

- #SaveWater and win \$3,000 toward your Utility Bills! Take the Mayor's Challenge for Water Conservation now, it's #FREE mywaterpledge.com #mywaterpledge
- Reducing energy use 10% can save up to 600 gal of water a year & \$150 in energy bills. How can you help reduce energy? mywaterpledge.com #mywaterpledge
- Need help deciding what to do for #Earthmonth? Take a free pledge to conserve water & energy until April 30 & win prizes! mywaterpledge.com #mywaterpledge
- Get involved! Take a free pledge to conserve water & energy. A minute of your time can help save the planet mywaterpledge.com
- Got a minute to spare? Take the Mayor's Challenge for Water Conservation. It's free and you can win great prizes mywaterpledge.com
- Mayor (name) wants (city name) to win the Nat'l Mayor's Challenge for Water Conservation. Take 1 minute & help save the planet mywaterpledge.com
- Do your part this Earth Month! Go to mywaterpledge.com and tell us how you will help save our planet. EVERY DROP COUNTS! #mywaterpledge

Sample Social Media Posts

Sample Social Media Posts

Facebook/Instagram: Be sure to tag @WylandFoundation

- Save water. Save the Planet! It's FREE, Take the Mayor's Challenge for Water Conservation April 1-30 at mywaterpledge.com
- Did you know? The amount of water leaked from U.S. homes can exceed more than 1 trillion gallons per year. That equals the annual water use of Los Angeles, Chicago, and Miami combined. Take the National Mayor's Challenge for Water Conservation and do your part to conserve water at mywaterpledge.com @wylandfoundation
- It's free and only takes 1 minute. Make your pledge to conserve water and save energy during Earth Month and you can win \$3,000 toward your annual utility bills, water saving fixtures, and hundreds of prizes. Mywaterpledge.com @wylandfoundation
- Join Mayor <mayor name> in reducing <city's> water consumption and energy usage- and help <city> win the title of the "Most Water Wise" in the nation. You not only help our planet but if your city wins you are entered to win great prizes. Mywaterpledge.com @wylandfoundation
- Enter to win a \$3,000 toward your annual Utility Bills, water saving fixtures, and other prizes through April 30. All you have to do is let us know how you will be saving water and energy during Earth Month.
- Residents in the winning cities will be eligible to win hundreds of prizes. Plus, schools in winning cities can win up to \$25,000 in Zenni Remakes blue light eyeglasses made from recycled plastics equal to three discarded single use plastic water bottles. Tell all your friends! Mywaterpledge.com @wylandfoundation
- Did you know? It takes water to make energy. Reducing energy use by just 10% could save 600 gallons of water a year- and \$150 in energy bills! How will you save energy and water this month? One way is to go to mywaterpledge.com @wylandfoundation
- April is Earth Month! Need suggestions of what you can do? Go to mywaterpledge.com and start to conserve water and energy to win prizes like \$3,000 toward your Home Utility Bills, home improvement gift cards, irrigation controllers, and more. Plus, schools in winning cities can win up to \$25,000 in Zenni Remakes blue light eyeglasses made from recycled plastics equal to three discarded single use plastic water bottles. The residents in the cities that have the most participation are eligible to win. Take the pledge now and spread the word to all of your friends! @wylandfoundation
- Join us in celebrating Earth Month by taking part in the National Mayor's Challenge for Water Conservation April 1-30, and tell us ways you plan on saving water, energy, and more. It only takes a minute. Remember EVERY DROP COUNTS at mywaterpledge.com @wylandfoundation

Web Banner Templates

Download the high resolution JPG
or PDF versions for use here:
www.mywaterpledge.com/files

Skyscape
160x600

[JPG](#)

[PSD](#)



Rectangle (IG) 300x250

[JPG](#)

[PSD](#)



[JPG](#)

Leaderboard 728x90

[PSD](#)

Half Page 300x600

[JPG](#)

[PSD](#)



High Res Posters – Great For Print / Customizing

Download the high resolution JPG or PDF versions for use here: www.mywaterpledge.com/files



Poster 1

[JPG](#)

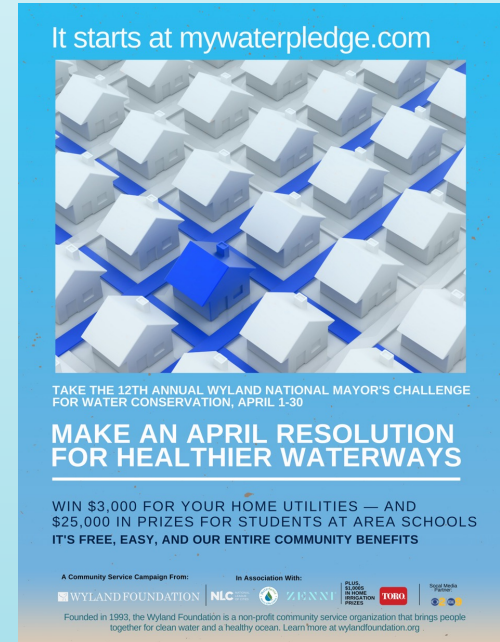
[PSD](#)



Poster 2

[JPG](#)

[PSD](#)



Poster 3

[JPG](#)

[PSD](#)

Teacher Instructions for Student Participation

[PNG](#)

[PDF](#)

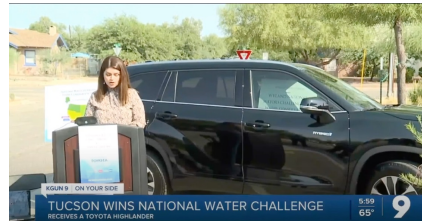


Sample Mayor Videos

1. Mayor Regina Romero, Tucson, AZ, accepts Grand Prize Highlander to be awarded to resident-selected local charity.
<https://youtu.be/NGC3ox6W7R4>
2. Mayor Eric Johnson, Dallas, TX - PSA
<https://youtu.be/5oMsyp83mmk>
3. Mayor Poe of Athens, GA, challenges Gainesville, FL, Mayor (and loses gracefully)
<https://youtu.be/doC8zoqeOyk>
4. Mayor Andrew Ginther of Columbus, OH, celebrates the work of his residents
https://youtu.be/M_eqajKlWo

Post videos of the Mayor, city officials, or residents taking the pledge - or doing fun things - all in the name of water conservation. Post on Facebook, YouTube, Twitter, your city's website or any other online forum. Or partner with a local television station to run PSA's in support of your city's eco-initiatives.

Here are some of our favorite videos that other mayors have launched to reach their residents:



Dallas Mayor Eric Johnson Supports Nat'l Mayor's Challenge for Water Conservation



Columbus Mayor Andy Ginther Urges Residents To Join In Wyland National Water Conservation Campaign



Athens, GA and Gainesville, FL Mayor's Challenge 2019

Athens-Clarke County Public Utilities Department
May 29, 2019 ·

Go DAWGS! In this video, Mayor Lauren Poe of Gainesville, FL cheers for the UGA Bulldogs (albeit, unenthusiastically) as part of a bet with Athens-Clarke County Mayor Kelly Girtz. The bet coincided with the Wyland Foundation's National Mayor's Challenge for Water Conservation - a month-long competition to see which U.S. cities collect the most pledges from their residents. Athens, GA finished in first place this year while Gainesville finished in sixth. It was a whirlwind of a competition and we thank Mayor Poe for keeping his word!

Sample Local News PSAs

Sample PSA from KCAL / KCBS2 Los Angeles

<http://youtu.be/yfRtdaAHJ4>

(If you have a local media partner interested in running a PSA for the Challenge and would like a video from Wyland Foundation encouraging your residents to take the challenge, please email steve.creech@wylandfoundation.org)

Sample PSA Scripts

Idea #1

I'm <mayor's name>, mayor of the great city of <City name>. I encourage my colleagues in our region to challenge their residents to take the National Mayor's Challenge for Water Conservation, April 1-30. This friendly competition is a great way for cities large and small to do our part for the planet — and reward our residents for doing the right thing. Join me in rising to the Challenge. Learn more at mywaterpledge.com

Idea #2:

I'm Mayor <mayor's name>. By saving water, our community saves energy, money, and valuable resources. That's why I'm encouraging you to take the National Mayor's Challenge for Water Conservation, April 1-30. By making a simple pledge to save water and reduce pollution, you're not only doing your part for our community — you can win any of hundreds of prizes, including \$3,000 for your Home Utility Payments. You can even help a local charity win a 2022 Toyota Highlander Hybrid to help serve the community. Let's show the other cities around the nation how (city) takes care of our planet. Make your pledge throughout the month of April at mywaterpledge.com



Sample Blogs

Blog Idea #1:

I'm Mayor <mayor name>. By saving water, our community saves energy, money, and valuable resources. That's why I am encouraging you to take the National Mayor's Challenge for Water Conservation, April 1-30, on behalf of our city and the great charities in this community. By making a simple pledge to save water and reduce pollution, you are not only doing your part for our community - you can win any of hundreds of prizes, including \$3,000 toward your Home Utility Bills, Home Improvement Store Gift Cards, Hobie Surf Gift Cards, Toro Home Irrigation Products, and more. Plus, schools in winning cities can win up to \$25,000 in Zenni Remakes blue light eyeglasses made from recycled plastics equal to three discarded single use plastic water bottles.

The pledge helps further our City's goal of...< brag about some of the great things your city is doing to conserve water, save energy, or any other positive initiatives for the environment>.

Let's show the other cities around the nation how (city) takes care of our planet. Make your pledge throughout the month of April at mywaterpledge.com

Sample Blogs

Blog Tip:

Add facts and statistics about what your city is already doing to protect our natural resources. This makes your blog personal, gives an outlet for you to brag about the great work you have accomplished, and makes your residents proud to call your city home!

Blog Idea #2:

Did you know?

- Approximately 400 billion gallons of water are used in the United States per day
- American residents use about 100 gallons of water per day. At 50 gallons per day, residential Europeans use about half of the water that residential Americans use. And residents of sub-Saharan Africa use only 2-5 gallons per day
- The average faucet flows at a rate of 2 gallons per minute. You can save up to four gallons of water every morning by turning off the faucet while you brush your teeth
- A running toilet can waste up to 200 gallons of water per day
- At 1 drip per second, a faucet can leak 3,000 gallons per year
- Nearly one-half of the water used by Americans is used for thermoelectric power generation

That's why we, as residents of <city>, need to do our part to conserve water and energy. Be a part of the National Mayor's Challenge for Water Conservation and make your pledge to reduce your water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like \$3,000 toward your Home Utility Payments, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, Hobie Surf Gift Cards, and more. We are all in this together!

Sample Blogs

Blog Idea #3: For Western Region Cities

Perhaps no other natural resource is as important to us in the Western United States as water — from the Pacific Northwest where the river management of Columbia and Snake River causes debate between the production of hydropower and the need to protect threatened species — to the Southwestern States where drought and over-allocation of water sources for agricultural, environmental, urban, and hydropower needs further stresses water resources.

With so many competing yet equally important needs, it is important that we learn to manage our available water resources properly. Currently, agriculture accounts for 76% of surface water usage in the Western U.S., 8% for our everyday urban use, 2% for industrial purposes, and 13% for thermoelectric power. In the state of California alone, nearly 20% of all energy consumption goes toward moving, cleaning and heating water.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought-plagued states, the benefits of conservation are incalculable; by being mindful of water use - even in water abundant states - we have an opportunity to save enormous amounts of energy and reduce greenhouse gas emissions. The bottom line is: water conservation not only benefits every state in the nation, it benefits the entire planet.

That is why we, as residents of <city> need to do our part to conserve water and energy. Be a part of the National Mayor's Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like \$3,000 for Home Utility Payments, Home Improvement Store Gift Cards, Toro Home Irrigation Products, and more. We are all in this together!

Sample Blogs

Blog Idea #4: For Midwest Region Cities

The Midwest is blessed with abundant freshwater resources — more freshwater flows through the Mississippi River than through all but four other rivers in the entire world; the Great Lakes and their connecting channels contain nearly 18% of the world's surface freshwater; and Wisconsin and Minnesota both boast having more than 10,000 lakes each. But with so much water available to use for drinking, recreation, and everyday life, it is easy for us to forget why we need to conserve our water resources.

Even in water-rich states, massive water demands to generate power in combination with population growth, climate change and regulatory revisions can lead to higher energy costs, particularly in the hot summer months. And as populations continue to grow throughout the region (and the US as a whole), more roads, parking lots, buildings, and pollution reduce the availability of clean water— while more people are relying on it. In fact, as a result of this growth and change, researchers are predicting many areas in the Chicago region will face water shortages within the next 20 years. In Texas, where water is not quite so plentiful, populations are projected to double by mid-century making it among the fastest growing states in the country. Conserving water by consuming less, wasting less, or reusing more reduces costs and postpones or eliminates the need for expensive and environmentally damaging new dams, similar water supply projects, or major infrastructure investments.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought plagued states the benefits of conservation are incalculable; by being mindful of water use - even in water abundant states - we have an opportunity to save enormous amounts of energy and reduce greenhouse gas emissions. The bottom line is: water conservation benefits every state, city, and person in America.

That is why we, as residents of <city>, need to do our part to conserve water and energy. Be a part of the National Mayor's Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like \$3,000 for your Home Utility Payments, Home Improvement Store Gift Cards, Toro Home Irrigation Products, and more.

Sample Blogs

Blog Idea #5: For Southern Region Cities

The South is home to some of the country's fastest growing states. As populations grow and demands for water increase, more roads, parking lots, buildings, and pollution make providing a steady, sufficient water supply a bigger challenge than ever. Yet, the issues far surpass fresh drinking water needs: pumping of groundwater in parts of Florida has begun drying up environmentally sensitive wetlands, jobs are in jeopardy along the Georgia coast because drinking water reservoirs dam up freshwater needed to maintain commercial fishing, and water-related cutbacks have caused blackouts and power shortages in North Carolina and Alabama. Conserving water by consuming less, wasting less or reusing more, reduces costs and postpones or eliminates the need for expensive and environmentally damaging new dams, similar water supply projects, and major infrastructure investments.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought plagued states the benefits of conservation are incalculable; by being mindful of water use - even in water abundant states - we have an opportunity to save enormous amounts of energy, reduce greenhouse gas emissions, and often ensure adequate reserves during drought periods, population surges, or to support additional farming. The bottom line is: water conservation not only benefits every state in the nation, it benefits the entire planet.

That is why we, as residents of <city>, need to do our part to conserve water and energy. Be a part of the National Mayor's Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like \$3,000 for your Home Utility Payments, Home Improvement Store Gift Cards, Toro Home Irrigation Products, and more.

Sample Blogs

Blog Tip: Remember The Mayor's Challenge for Water Conservation is a non-profit community service program to assist cities in promoting good environmental stewardship. The program was designed to be a turnkey, effortless way for individual cities to supplement existing conservation programs and generate community enthusiasm for saving water, energy, and reducing pollution. To see what other cities have done simply Google us.

Blog Idea #6: For Northeastern Region Cities

In the Northeast, we often take for granted the abundant supply of fresh water. But in New York State alone, more than 8.9 billion gallons of water are withdrawn each day from the lakes, rivers, stream, estuaries and groundwaters, not including Nassau and Suffolk counties, for uses that include public supply thermoelectric power generation, agriculture, commercial, industrial, and recreational use. In fact, thermoelectric power accounts for more than 70% of total water withdrawn.

So, not accounting for periodic drought periods, growing populations, and climate changes, when we use water more efficiently, we are conserving this limited resource to ensure its availability for drinking, irrigation, manufacturing, cleaning, and producing electricity. It's hard to believe that something as simple as fixing a leak or switching off a light bulb can have that impact. But when millions of people around the region adopt a conservation mindset, we are saving energy, money, protecting our environment, and helping to meet future resource needs.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought plagued states the benefits of conservation are incalculable; by being mindful of water use - even in water abundant states - we have not only share the wealth at home, we help the entire country.

That is why we, as residents of <city> need to do our part to conserve water and energy. Be a part of the National Mayor's Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like \$3,000 for your Home Utility Payments, Home Improvement Store Gift Cards, Toro Home Irrigation Products, and more.

Tips Sheet of Benefits & Facts

Below are some facts that you may wish to include in your communications and outreach efforts:

- Water covers 70.9% of the Earth's surface but only 3% of Earth's water is freshwater. 97% of the water on Earth is salt water.
- Approximately 400 billion gallons of water are used in the United States per day.
- In one year, the average American residence uses over 100,000 gallons (indoors and outside).
- Nearly one-half of the water used by Americans is used for thermoelectric power generation.
- American residents use about 100 gallons of water per day. At 50 gallons per day, residential Europeans use about half of the water that residential Americans use. And residents of sub-Saharan Africa use only 2-5 gallons of water per day.
- The average faucet flows at a rate of 2 gallons per minute. You can save up to four gallons of water every morning by turning off the faucet while you brush your teeth.
- Taking a bath requires up to 70 gallons of water. A five-minute shower uses only 10 to 25 gallons.
- A running toilet can waste up to 200 gallons of water per day.
- At 1 drip per second, a faucet can leak 3,000 gallons per year.
- If you drink your daily recommended 8 glasses of water per day from the tap, it will cost you about 50 cents per year. If you choose to drink it from water bottles, it can cost you up to \$1,400 dollars.
- More than 25% of bottled water comes from a municipal water supply, the same place that tap water comes from.
- According to American Waterworks Association, the average price of water in the United States is about \$1.50 for 1,000 gallons. Saving water saves money!
- Mayor's Challenge ties in with state water, energy, and GHG management plans.

Additional Benefits



Animated PSAs: A series of nationally aired animated public service announcements from the Wondergrove Kids, LLC, and the former CEO of Klasky Csupo, The Rugrats Company. Wyland Foundation will provide these in broadcast ready format directly to your local news station or city communication outlet upon request.

Watch and download the PSAs:

Video #1 - <https://youtu.be/3pe6kLqU7KE>

Video #2 - https://youtu.be/_af-4NqX-1c

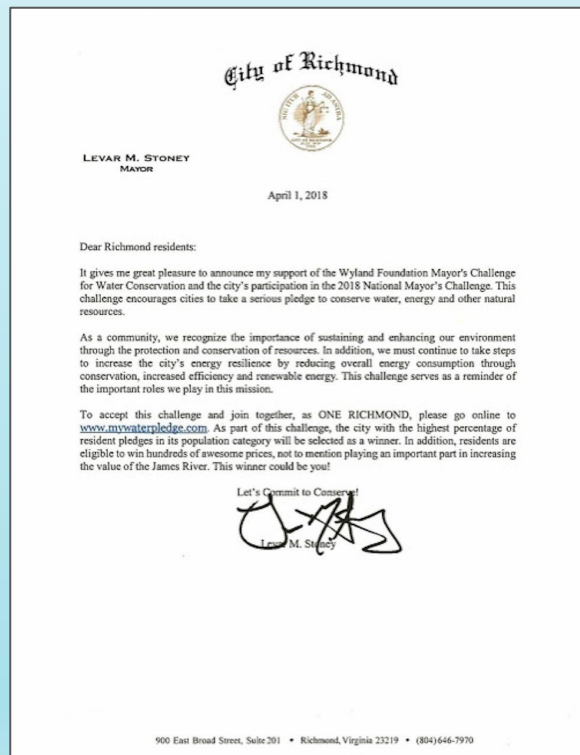
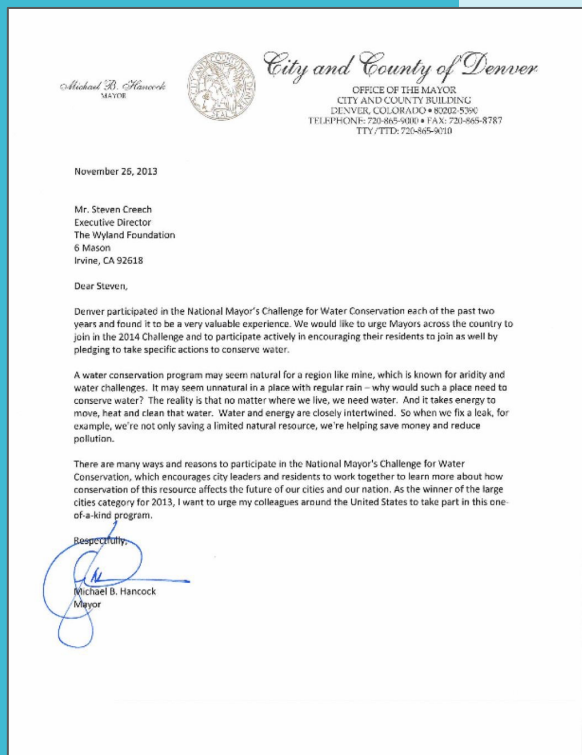
Video #3 - <https://youtu.be/fwOWPvLYVDs>

Educational site for kids: An Educational website for kids that let's kids get in on the act to help their city win the challenge. (They not only use this resource, they are the future decision makers about its management). This site will provide lesson plans about water conservation and an opportunity for students to take the National Mayor's Challenge for Water as a classroom project.

Other features

- One-click sign up through Facebook
- More incentives for residents to share the pledge effort to friends and neighbors
- Responsive design to enhance the user experience on all platforms (mobile, tablets, laptops)

What Past Participants Have Said...



"One of my top priorities since taking office has been to identify ways that our City-Parish government can support enhanced learning in schools across East Baton Rouge Parish to build stronger, more informed students and families," said Mayor Broome.

"This competition represents an exciting and powerful teaching moment to emphasize the importance of water conservation and how we can work together to create a more sustainable Baton Rouge."

Grand Rapids is home to Michigan's largest watershed – the Grand River, which runs through our downtown. That, coupled with our close proximity to Lake Michigan, we recognize the importance of protecting our fresh water resources. I encourage all citizens to join me in this pledge. Your small choices, when multiplied again and again, make a significant difference in ensuring our city's sustainability for generations to come.

— Rosalynn Bliss, Mayor of Grand Rapids, MI

Conservation is an integral part of the City of Aurora's water planning and management of this most precious resource. With the ever increasing demands on limited water resources, the National Mayor's Challenge for Water Conservation has underscored our residents' commitment to the ongoing sustainability and conservation of our water. Aurorans have really stepped up to win this challenge two years in a row. We're looking forward to our third victory this year.

— Steve Hogan, Mayor of Aurora, CO

Mayor Donald P. Wagner is joining other mayors across the country in asking residents to make a commitment to conserve water and protect this vital resource by taking part in the 7th annual Wyland Mayor's Challenge for Water Conservation.

"This annual challenge to conserve water, sponsored by the Wyland Foundation here in Irvine, reminds us of our precious resource," said Mayor Wagner. "I am hopeful that what is a short-term challenge for our residents becomes a long-term practice of conservation."

What Past Participants Have Said...

...building a greener city.

[AIR QUALITY](#)
[CLIMATE CHANGE](#)
[ENERGY](#)
[FOOD](#)
[LAND](#)
[RECYCLING](#)
[WATER](#)
[GREEN TEAM BLOG](#)

[Green Team Blog](#)
[The Mayor's Pledge to Save Dallas Water](#)

The Mayor's Pledge to Save Dallas Water

April 20, 2016

Water is critical to protecting public health, the economy, the environment and our quality of life. Let's all do our part, and join the Mayor's Pledge to Save Dallas Water today!

What is the Mayor's Pledge to Save Dallas Water?

The National Mayor's Challenge for Water Conservation, **April 1-30**, encourages residents across the nation to support practices, techniques, programs, and technologies on the local level that protect water resources, reduce consumption of water, and improve the efficient use of water. Mayor Mike Rawlings has taken the pledge, but that is simply the first step. Each of us needs to take the "My Water Pledge" in order to put Dallas on the map as a City who cares about water conservation.

Please visit www.mywaterpledge.org and take the pledge today!

About My Water Pledge

My Water Pledge is a friendly competition between cities across the US to see who can be the most "Water-Wise." Mayors nationwide will challenge their residents to conserve water, energy and other natural resources on behalf of their city through a series of informative, easy-to-use pledges online.

Cities with the highest percentage of residents who take the challenge in their population category win. Participants in the winning cities are eligible to win hundreds of prizes. Last year, the challenge awarded more than \$50,000 in prizes to nearly 1,000 residents in U.S. cities.

How it Works

- Take the "My Water Pledge" on behalf of your city.
- See how much you've pledged to save.
- If your city wins and you choose to enter the prize drawing, you are eligible to win one of the following prizes:
 - Grand Prize: All-new 2016 Toyota Prius
 - \$1000 Shopping Spree at a Home Improvement Store
 - 50 Greening Your Cleaning Gift Baskets from Earth Friendly Products (ECOS)
 - 50 Toro EVOLUTION® Series Controller (equipped w/ Smart Connect®, Weather Sensor, and additional 4 station module)
 - 50 Cree 6-Pack Dimmable (84% less energy) LED Light Bulbs
 - 50 Avex Brazos Autoseal® Water Bottle (Set of 2)
 - 25 Ecoflow® Showerheads from Waterpik

For more information on the steps you can take around your home to be "Water-Wise", visit [Save Dallas Water](#).

Conservation, Save Dallas Water.

News Obituaries Sports Events Opinion Lifestyle Edition Buy

Santa Maria Mayor Alice Patino urges residents to conserve water during April

WWW.MYWATERPLEDGE.COM
April 1st through 30th

The arrival of April marks the beginning of the National Mayor's Challenge for Water Conservation, which means Santa Maria Mayor Alice Patino is encouraging residents to come together to conserve water.

"This friendly competition is a new way for our community to come together to help the environment and to save water, electricity and natural resources," Patino said in a video announcement about the event.

Residents interested in committing to long-term conservation of water can visit www.mywaterpledge.org to take the pledge. The pledge is a friendly competition between cities across the US to see who can be the most "Water-Wise." Mayors nationwide will challenge their residents to conserve water, energy and other natural resources on behalf of their city through a series of informative, easy-to-use pledges online.

Cities with the highest rate of participation for their population category will win. Participants in the winning cities are eligible to win hundreds of prizes. Last year, the challenge awarded more than \$50,000 in prizes to nearly 1,000 residents in U.S. cities.

Participants also can earn free promotional items from the Santa Maria Utilities Department and a chance to win a \$500 prize by taking the pledge. The pledge is a friendly competition between cities across the US to see who can be the most "Water-Wise." Mayors nationwide will challenge their residents to conserve water, energy and other natural resources on behalf of their city through a series of informative, easy-to-use pledges online.

The Utilities Department is located at 2001 S. Main St., and hours are from 8 a.m. to 5 p.m. Monday through Friday.

Home News Sports Business Local TV Local 10 Local 11 Local 12 Local 13 Local 14 Local 15 Local 16 Local 17 Local 18 Local 19 Local 20 Local 21 Local 22 Local 23 Local 24 Local 25 Local 26 Local 27 Local 28 Local 29 Local 30 Local 31 Local 32 Local 33 Local 34 Local 35 Local 36 Local 37 Local 38 Local 39 Local 40 Local 41 Local 42 Local 43 Local 44 Local 45 Local 46 Local 47 Local 48 Local 49 Local 50 Local 51 Local 52 Local 53 Local 54 Local 55 Local 56 Local 57 Local 58 Local 59 Local 60 Local 61 Local 62 Local 63 Local 64 Local 65 Local 66 Local 67 Local 68 Local 69 Local 70 Local 71 Local 72 Local 73 Local 74 Local 75 Local 76 Local 77 Local 78 Local 79 Local 80 Local 81 Local 82 Local 83 Local 84 Local 85 Local 86 Local 87 Local 88 Local 89 Local 90 Local 91 Local 92 Local 93 Local 94 Local 95 Local 96 Local 97 Local 98 Local 99 Local 100 Local 101 Local 102 Local 103 Local 104 Local 105 Local 106 Local 107 Local 108 Local 109 Local 110 Local 111 Local 112 Local 113 Local 114 Local 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Palm Bay Mayor Rob Medina Encourages Citizens to Make Commitment to Water Conservation

By Rob Medina, Mayor of Palm Bay / April 1, 2021

APRIL 2021 MAYOR'S MESSAGE

This April, in observance of Water Conservation Month, Palm Bay Mayor Rob Medina, joins with the leading Palm Bay in the 10th annual Wyland National Mayor's Challenge for Water Conservation by asking his fellow Palm Bayers to make a long-term commitment to using water wisely.

BREVARD COUNTY - PALM BAY, FLORIDA - This month, in observance of Water Conservation Month, I will be leading Palm Bay in the 10th annual Wyland National Mayor's Challenge for Water Conservation by asking my fellow Palm Bayers to make a long-term commitment to using water wisely.

Join me in protecting one of our most precious natural resources by taking the pledge to conserve water at www.mywaterpledge.com from April 1 through April 30.

If we all do our part, we can preserve our shared water resources and protect our natural waterways for years to come.

WYLAND FOUNDATION

Infographic: Summary of Pledges and Local Benefits

- 1) I pledge to make the following choices at home:
 - Repair leaking faucets, pipes and toilets
 - Shorten your shower time, use low-flow devices and turn off the tap
 - Wash only full loads of laundry and dishes
 - Power down to save electricity
- 2) I pledge to make the following choices in my daily life:
 - Waste less food (save a crop, save a drop!)
 - Use reusable shopping bags
 - Use a refillable bottle or cup
 - Say nope to plastic straws
- 3) I pledge to make the following choices in my yard:
 - Beautify with climate-appropriate plants
 - Turn off sprinklers when it rains
 - Use sprinklers on minimal settings before 8 am
 - Sweep instead of hose
- 4) I pledge to make to following choices for my community:
 - Scoop up my pet's waste
 - Dispose of waste pharmaceuticals safely (don't just flush)
 - Walk, bike or bus more often
 - Recycle batteries and electronics
 - Recycle clean paper, cardboard, aluminum and glass

2023 Wyland National Mayor's Challenge for Water Conservation Summary of pledges and benefits				
	Saves Costs for Consumers	Saves Infrastructure and Operating Costs for Cities	Promotes Drought Resiliency	Protects Watersheds and Ecosystems
I pledge to make the following choices in my home:				
Repair leaky faucets, pipes and toilets				
Shorten shower times, use low-flow devices and turn off the tap				
Wash only full loads of laundry and dishes				
Use Energy Star appliances				
Power down to save electricity				
I pledge to make the following choices in my daily life:				
Waste less food				
Use reusable shopping bags				
Use a refillable bottle or cup				
Say nope to plastic straws				
I pledge to make the following choices in my yard:				
Beautify with climate-appropriate plants				
Turn off sprinklers when it rains				
Use sprinklers on minimal settings before 8 am				
Sweep instead of hose				
I pledge to make the following choices for my community:				
Scoop up my pet's waste				
Dispose of old pharmaceuticals safely and definitely don't flush them				
Walk, bike or bus more often				
Recycle batteries and electronics				
Recycle clean paper, cardboard, aluminum and glass				
* Make pledges at mywaterpledge.com and win prizes for your city. And for more actions you can take, check out wylandfoundation.org/mywaterproject				

Downloadable

Manual Pledge Form:

Print the attached manual pledge for to use at events where access to the mywaterpledge.com website is limited.

Step 1:

Print out as many copies as needed of the 2022 Manual Submission form

Step 2:

Option 1: After the event's conclusion manually enter all participants' submission details on mywaterpledge.com.

Option 2: Mail your manual entry forms to our office at the address below by April 15, 2022 and we will make sure the forms are manually entered for you.

*Wyland Foundation
30265 Tomas
Rancho Santa Margarita, CA 92688*

*For more information call Marci Vahey at
949.643.7070 ext. 261*

2023 Wyland National Mayor's Challenge for Water

Conservation MANUAL SUBMISSION FORM

I pledge to make the following choices in my home:

- ☐ Repair leaking faucets, pipes and toilets
- ☐ Shorten shower times, use low-flow devices and turn off taps
- ☐ Wash only full loads of laundry and dishes
- ☐ Power down to save electricity

I pledge to make the following choices in my yard:

- ☐ Beautify with climate-appropriate plants
- ☐ Turn off sprinklers when it rains
- ☐ Use sprinklers on minimal settings before 8 am
- ☐ Sweep instead of hose

I pledge to make the following choices for my community:

- ☐ Scoop up pet my pet's waste
- ☐ Dispose of waste pharmaceutical safely (don't just flush them)
- ☐ Walk, bike, or take a bus more often
- ☐ Recycle batteries and electronics
- ☐ Recycle clean paper, cardboard, aluminum and glass

I pledge to make the following choices in my life:

- ☐ Waste less food (rope a crop, save a drop!)
- ☐ Use reusable shopping bags
- ☐ Use a refillable water bottle
- ☐ Say no to plastic straws

- ☐ I'm over 18
- ☐ Yes, I would like to enter the prize drawing
- Must be 18 years or older to enter

- ☐ I'm not over 18 (but I definitely want to help my city be more waterwise!)

Email Required

First Name

Last Name

Address

City

State

Zip

Phone

Email your form to mayorschallenge@wylandfoundation.org. Or mail to Wyland Foundation attn: Mayors Challenge, 30265 Tomas, RSM, CA 92688

All manual submissions will be reviewed and calculated at the conclusion of the challenge. (Remember, you and your friends can always take the pledge at www.mywaterpledge.com).

Downloadable

Wyland Clean Water Mobile Learning Center

During the Challenge our Mobile Learning Center will assist in Promoting the Challenge. The 1,000 square foot million dollar water education exhibition features an all-new state-of-the art multi-sensory 40-person onboard theater and six interactive stations that allow communities to explore how the quality and availability of water affects our lives. Over 1,000,000 people have toured the exhibit since 2007. Call 949-643-7070, ext. 261 to request a tour stop.



See video of
what's inside

Contact

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a 501©3 non-profit organization

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